

Mid-Term Business Plan 1618

FDK announced Mid-Term Business Plan as three years starting from FY2016 with an aim to strengthen the group's business position and enhance its corporate value.

FDK group contributes to development of electronics realizing 3E (Environmental Conservation, Energy Saving, Economic Development) through the development and supply of Batteries and Electronic Devices based on customer satisfaction, and aims at becoming the "Leader in Energy Management Systems Across Multiple Platforms."

Contents of the Mid-Term Business Plan

FDK Group intends to achieve sustainable growth as the "Leader in Energy Management Systems" through enhancing of arterial businesses based on the material development and developing products that utilize synergy of Battery and Electronic Device business.

Business Strategy to [Develop Differentiated Products and Expand to Growing Markets]

1 Base Business

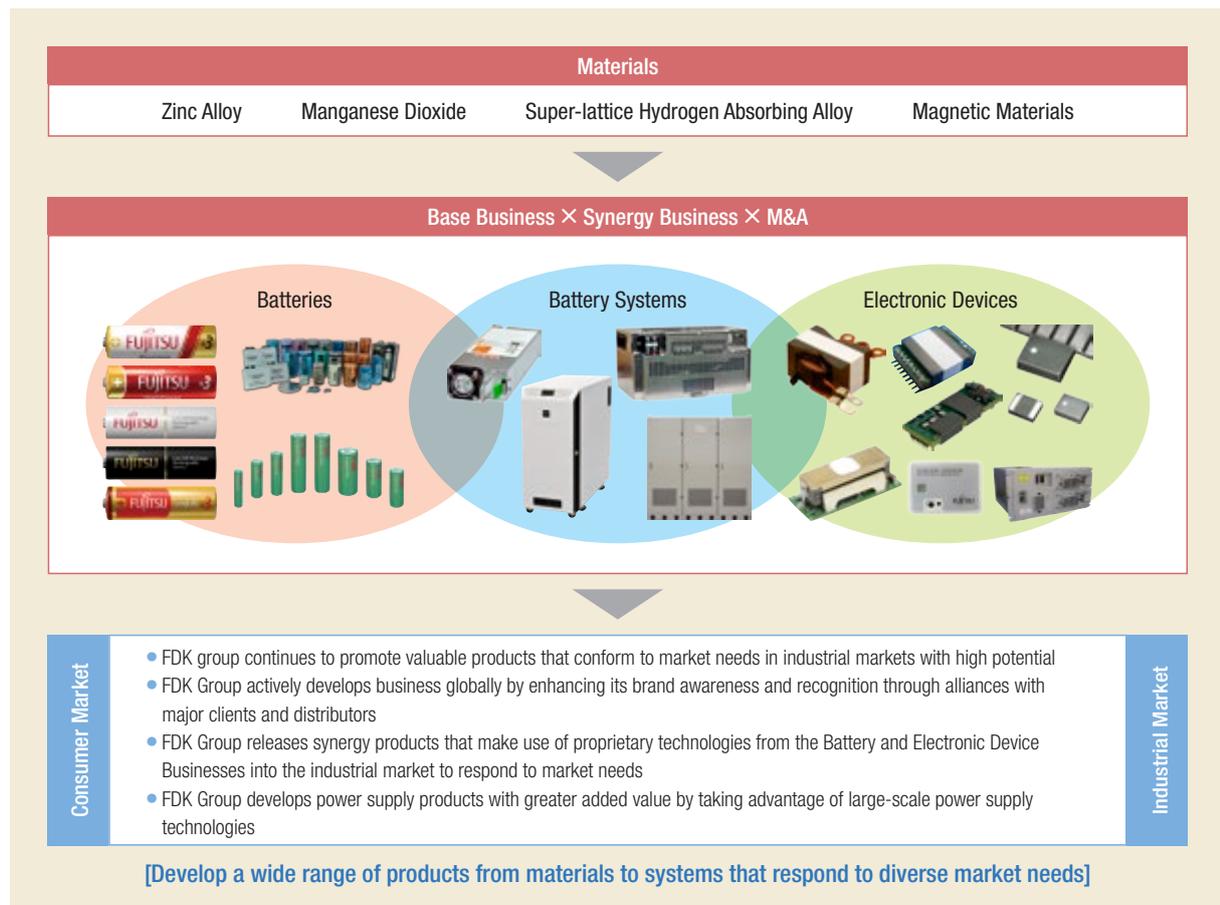
- Develop new materials for the next generation
- Actively expand into growing fields in the industrial market
- Strengthen sales activities in the consumer market

2 Synergy Business

- Release synergy products into the market
- Develop markets for energy related solution products

3 M&A

- Strengthen operations by making use of alliances



Strengthening the Corporate Structure

- 1 Overcome challenges in further enhancing quality
- 2 Execute initiatives aimed at cost reduction
- 3 Promote CSR

- 4 Innovate the organization and nurture human resources
- 5 Maintain and enhance the base to utilize information